

KitchenAid®

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KITCHENAID PARTNERS WITH ABT ELECTRONICS TO PROMOTE RECYCLING

April 18 – May 16 Program To Offer Instant KitchenAid Rebates for Old Small Electric Appliances

BENTON HARBOR, Mich. (April 8, 2013) - KitchenAid is partnering with Abt Electronics in Glenview, Illinois to kick off Earth Week and encourage the responsible disposal of unwanted small electric kitchen appliances. From April 18 through May 16, Abt customers will receive an instant rebate toward the purchase of a new KitchenAid small appliance when they bring in any brand of small electric kitchen appliances to the store.

“Spring cleaning encourages many to purge cabinets, basements and garages of items like old appliances and there can be confusion about how to dispose of these types of items,” said Phil Hannon, small appliances manager at Abt. “If you’re not repairing or passing along an old appliance, recycling is the best option for disposal and this program makes it both convenient and rewarding.”

The rebate program, beginning right before Earth Week and lasting through Mother’s Day will offer \$10 off new KitchenAid hand mixers, hand blenders, toasters, coffee grinders, slow cookers, and waffle makers; \$20 off KitchenAid coffee makers, blenders, countertop ovens and food processors; and \$40 off of any KitchenAid stand mixer. Participants will also have an opportunity to receive a free KitchenAid cookbook after completing an online survey.

“This is a great opportunity for cooks to take inventory of their favorite kitchen essentials and make an upgrade, or to think about a gift idea for a friend or loved one who cooks,” says Beth Robinson, senior manager of brand experience for KitchenAid. “From our iconic stand mixer with its power hub that accommodates over a dozen attachments to our unique 13-cup food processor that doesn’t require changing blades to go from thick to thin slices, we offer a range of high performance options for casual to serious cooks.”

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Those wishing to participate in the program should bring their small electric appliances directly to the Abt store at 1200 North Milwaukee Avenue or to the Abt on-site recycling center located right behind its retail store. Store hours are 9:00 a.m. to 9:00 p.m. Monday through Friday, 9:00 a.m. to 7:30 p.m. on Saturday and 10:30 a.m. to 6:15 p.m. on Sunday. Regular recycling center hours for drop-off of other appliances and electronics not included in this promotion are Monday – Tuesday and Thursday – Saturday, from 1:00 p.m. to 7:00 p.m.

“Leaving a small environmental footprint has become a core value of the Abt family, and our on-site recycling center processes over 9,000 tons of waste per year, which is up to 95% of the waste we create,” says Hannon. “Our garbage pick-up has been reduced from daily to once a week, a positive initiative for both our business and the environment.”

About KitchenAid

Since the introduction of its legendary stand mixer in 1919 and first dishwasher in 1949, KitchenAid has built on the legacy of these icons to create a complete line of products designed for cooks. Today, the KitchenAid brand offers virtually every essential for the well-equipped kitchen with a collection that includes everything from countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars. Cook for the Cure®, the brand's partnership with Susan G. Komen for the Cure®, is now in its twelfth year and has raised over \$9 million to help find a cure for breast cancer. To learn why chefs choose KitchenAid for their homes more than any other brand*, visit KitchenAid.com or join us at Facebook.com/KitchenAid and Twitter.com/KitchenAidUSA.

* Based on a 2012 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals.

About Abt Electronics

Abt Electronics, founded in 1936, is one of the largest independent, single-store appliance and electronics retailers in the country. The third-generation family run Abt Electronics provides unparalleled customer service with its team of 1,100 expert staff members at its Glenview, Ill.-based store, which boasts a 107,000 square-foot showroom on 37 acres. The company has been recognized by the Chicago Tribune as the "Top Large Workplace in Chicago" for two consecutive years (2012, 2011). Abt services customers nationwide through Abt.com, where customers can receive advice and customer support through the site's live chat feature, email and toll-free phone number. Abt has its own 12,000 square-foot recycling center and features an atrium where customers gain access to its boutique stores-within-a-store such as The Apple Boutique. For more information, visit Abt.com.

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